

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Rick Kiessig

Art Unit: 2167

Application Serial No.: 10/632,091

Examiner: Lewis, Cheryl Renea

Filed: August 1, 2003

Title: System and Method for Managing Content Including Addressability Features

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**RESPONSE TO NOTICE OF ALLOWANCE AND COMMENTS ON  
STATEMENT OF REASONS FOR ALLOWANCE**

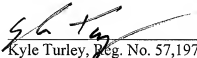
Applicants thank the Examiner for the allowance of claims 1, 2, 5-35. Applicants acknowledge the Examiner's statement of reasons for allowance as set forth in the Notice of Allowance dated February 6, 2008. Applicants assert that the claims contain one or more features mentioned or not mentioned by the Examiner that independently, or when combined, establish the patentability of one or more of the claims.

Applicants reserve the right to introduce, articulate, or otherwise present any such reasons for allowance as may be appropriate concerning the claims.

The following is submitted herewith for filing in the above-referenced application: Part B of Form PTOL-85 Fee(s) Transmittal; electronic payment in the amount of \$1,050.00 for the issue fee, publication fee and 10 advance soft copies of the patent.

These fees are due on or before May 6, 2008. Accordingly, this submission is timely filed. Although no other fees are believed due, the Director is hereby authorized to charge any additional fees that may be due, or to credit any overpayment to Account No. 50-0311, Ref. No. 25396-004.

Respectfully submitted,



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